Lorillard Tobacco Company (Lorillard) merged with R.J. Reynolds Tobacco Company (RJR) as of June 12, 2015. As a result of the merger, the ownership of certain of Lorillard's and RJR's brands has changed. Kent, Newport, Old Gold and True, formerly Lorillard brands, are now held by RJR; Maverick was transferred from Lorillard to ITG Brands, LLC (ITG); and Kool, Winston and Salem were transferred from RJR to ITG. Although the transfers were effective as of June 12, 2015, the companies are selling off their product that was already in the distribution chain as of June 12, 2015. This sell off will extend for a period of 90 days from the June 12 date of the brand transfer. Also, the transferred brands will be sold in their pre-transfer packaging for a period of up to twelve months after the June 12, 2015 transfer.